

WE CLAIM:

1. A vibrating fishing lure, comprising in combination:
 - a hooking means;
 - an electronic circuit board with a pre-programmed microprocessor and a vibrator
 - 5 integral thereto configured for effecting an intermittent movement of a lure body component, wherein the pre-programmed microprocessor is pre-programmed to effect an intermittent operation of the vibrator to effect an intermittent movement of the lure body component;
 - a power source to provide power to the electronic circuit board;
 - 10 an on-off switch for turning the power source on and off; and
 - a containment component having the electronic circuit board, a first portion of the hooking means, the power source and the on-off switch contained in an internal waterproof portion therein, wherein the containment component is adhered to and contained within the lure body component to assist in intermittent movement of the lure
 - 15 body component.

2. The vibrating fishing lure of Claim 1 wherein the hooking means includes a hooking means for a single hook with a single hooking portion, a single hook with a carabineer mechanism, a single hook with a plurality of hooking portions or a plurality of hooks.

3. The vibrating fishing lure of Claim 1 wherein the power source includes a battery, a solar cell or a capacitor.

4. The vibrating fishing lure of Claim 1 wherein the on-off switch includes a
5 toggle switch, a compression switch, a push switch, an optical switch an infrared switch,
Bluetooth switch or a wireless switch.

5. The vibrating fish lure of Claim 1 wherein the containment component comprises a plastic, silicon, rubber, fiberglass, composite, metal or wood material.

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6. The vibrating fish lure of Claim 1 wherein the lure body component comprises plastic, silicon, rubber, fiberglass, a composite or wood material.

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7. The vibrating fish lure of Claim 1 wherein the lure body component includes a bait fish, including a minnow, worm, crayfish, mouse, frog, snake or bird shape.

8. The vibrating fish lure of Claim 1 wherein the lure body component includes one or more appendages that are attached to and extend beyond the lure body component.

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9. The vibrating fish lure of Claim 8 wherein the one or more appendages include a tail appendage, a claw appendage or one or more leg appendages.

10. The vibrating fish lure of Claim 1 wherein the lure body component includes a plurality of connected body components.

5 11. The vibrating fish lure of Claim 1 wherein the lure body component includes a floatation means.

12. The vibrating fish lure of Clam 1 wherein the lure body component includes a sinking means.

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13. The vibrating fish lure of Claim 1 wherein the pre-programmed microprocessor is pre-programmed to effect an intermittent operation of the vibrator to effect an intermittent movement of the lure body component to simulate a healthy organism.

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14. The vibrating fish lure of Claim 1 wherein the pre-programmed microprocessor is pre-programmed to effect an intermittent operation of the vibrator to effect an intermittent movement of the lure body component to simulate of a diseased, distressed or dying organism.

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15. A vibrating fishing lure, comprising in combination:
- a hooking means in contact with an electronic circuit board, wherein the hooking means receives an electronic current from the electronic circuit board;
- 5 an electronic circuit board with a pre-programmed microprocessor and a vibrator integral thereto configured for effecting an intermittent movement of a lure body component, wherein the pre-programmed microprocessor is pre-programmed to effect an intermittent operation of the vibrator to effect an intermittent movement of the lure body component;
- 10 a power source to provide power to the electronic circuit board;
- an on-off switch for turning the power source on and off; and
- a containment component having the electronic circuit board, a first portion of the hooking means, the power source and the on-off switch contained in an internal waterproof portion therein, wherein the containment component is adhered to and
- 15 contained within the lure body component to assist in intermittent movement of the lure body components and wherein the lure body component includes a plurality of electrical conducting filaments attached to the electronic circuit board for receiving current from the electronic circuit board.

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16. The vibrating fishing lure of Claim 15 wherein the hooking means includes a hooking means for a single hook with a single hooking portion, a single hook with a carabineer mechanism, a single hook with a plurality of hooking portions or a plurality of hooks.

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17. The vibrating fishing lure of Claim 15 wherein the power source includes a battery, a solar cell or a capacitor.

18. The vibrating fishing lure of Claim 15 wherein the on-off switch includes a
10 toggle switch, a compression switch, a push switch, an optical switch an infrared switch,
Bluetooth switch or a wireless switch.

19. The vibrating fish lure of Claim 15 wherein the containment component
comprises a plastic, silicon, rubber, fiberglass, composite, metal or wood material.

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20. The vibrating fish lure of Claim 15 wherein the lure body component
comprises plastic, silicon, rubber, fiberglass, a composite or wood material.

21. The vibrating fish lure of Claim 15 wherein the lure body component
20 includes a bait fish, including a minnow, worm, crayfish, mouse, frog, snake or bird
shape.

22. The vibrating fish lure of Claim 15 wherein the lure body component includes one or more appendages that are attached to and extend beyond the lure body component.

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23. The vibrating fish lure of Claim 22 wherein the one or more appendages include a tail appendage, a claw appendage or one or more leg appendages.

24. The vibrating fish lure of Claim 15 wherein the lure body component
10 includes a plurality of connected body components.

25. The vibrating fish lure of Claim 15 wherein the lure body component includes a floatation means.

15 26. The vibrating fish lure of Clam 15 wherein the lure body component includes a sinking means.

27. The vibrating fish lure of Claim 15 wherein the plurality of electrical conducting filaments produce heat and raise a temperature of the lure body component.

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28. The vibrating fish lure of Claim 15 wherein the plurality of heat absorbing filaments that absorb heat and lower a temperature of the lure body component.

29. The vibrating fish lure of Claim 15 wherein the pre-programmed
5 microprocessor is pre-programmed to effect an intermittent operation of the vibrator to effect an intermittent movement of the lure body component to simulate a healthy organism.

30. The vibrating fish lure of Claim 15 wherein the pre-programmed
10 microprocessor is pre-programmed to effect an intermittent operation of the vibrator to effect an intermittent movement of the lure body component to simulate of a distressed, diseased or dying organism.

31. A vibrating fishing lure, comprising in combination:
- a hooking means;
 - a lure body component;
 - an electronic circuit board with a pre-programmed microprocessor and a vibrator
- 5 integral thereto configured for effecting an intermittent movement of the lure body component, wherein the pre-programmed microprocessor is pre-programmed to effect an intermittent operation of the vibrator to effect an intermittent movement of the lure body component;
- a power source to provide power to the electronic circuit board;
- 10 an on-off switch for turning the power source on and off; and
- a containment component having the electronic circuit board, a first portion of the hooking means, the power source and the on-off switch contained in an internal waterproof portion therein, wherein the containment component is adhered to and contained within the lure body component to assist in intermittent movement of the lure
- 15 body component.